The Library Assistant:

The Official Journal of the Association of Assistant Librarians.

No. 338. MARCH, 1927. *Published Monthly.*

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EDITORIALS AND ANNOUNCEMENTS.

The Next Meeting of the Association will be held at the West Ham Central Library, Water Lane, Stratford, E.15, on March 9th, when the following programme will be carried out:—

3.30 p.m. Assemble at Central Library. Visit the Essex Field Club Museum and Library.

4.0 p.m. Tour of the Municipal College under the guidance of the Principal, Dr. Baillie, M.A.

5.30 p.m. Tea in the College Refectory, by kind invitation.

6.30 p.m. Meeting of the Junior Section in the Reference Library, when Mr. E. Wisker, Fulham, will read a paper on "The Fiction Question."

7.0 p.m. General Meeting. Mr. F. S. Engall, Fulham Public Libraries, will read a paper on "Some Librettists of English Opera." The chair will be taken by Councillor C. C. Thorn, Chairman of the Public Libraries Committee.

The nearest station to the Library is Maryland Point on the L. & N.E.R. from Liverpool Street. Members should use the exit nearer the head of the train and turn to the right—the library is five minutes' walk straight on. Trams and 'buses from Aldgate and from Bow (District Railway) pass the main buildings in Romford Road.

In order that adequate arrangements may be made for tea, those intending to be present are asked to notify Mr. C. Whitwell, the Chief Librarian, by March 7th.

YUM

Whist Drive.—A whist drive will be held at the St. Bride Foundation Institute (Small Hall), Bride Lane, Fleet Street, E.C.4, on Wednesday, April 6th, at 7.0 p.m. Tickets, price 2s. 6d., including refreshments, may be obtained from Mr. R. D. H. Smith, Public Library, Richmond, who would also be grateful to receive offers of prizes to supplement those which will be provided by the Association. Early application is advised, as there is accommodation for only sixty players.

The April General Meeting will be held at Chiswick on April 20th, where an extremely interesting half-day programme has been arranged. Full details will appear in the next issue.

May Meeting: Preliminary Notice.– This will take the form of a joint meeting with the Eastern Counties Division at Colchester, on May 18th. Accommodation for the meetings has already been secured at the Town Hall, and Mr. P. W. Bennett, Borough Librarian, has a programme of visits for the day well in hand. The cost for the day, including fares and meals, will probably be under 10s.

The papers at both Junior Section and General Meetings will be read by members of the Eastern Counties Division.

Cricket Matches.—It is proposed to arrange the following cricket matches during the coming season:—

June 1st.—Ladies' Match, Old Deer Park, Richmond, between two teams captained by Miss S. Toms, Islington, and Miss P. Appleby, Richmond.

June 15th.—Annual Match, on Richmond Green, between teams captained by Mr. R. Cooper, Battersea, and Mr. R. D. H. Smith, Richmond.

Return matches will be arranged during August or September at Finchley and Battersea respectively. Further details later.

As arrangements must be made well in advance, will ladies wishing to play in the first match please write to Miss Appleby, Richmond Public Library, by March 26th, and players for June 15th similarly to Mr. Smith, at the same address.

The Work of the Council.—At the last meeting of the Council, the question of publishing a new and revised edition of "Sequels" was discussed. The first edition has been out of print for some time now, and is still being enquired for. In fact, it is probably quite likely that a steady sale would be forthcoming for some years. As it is, the sale of the first edition has resulted in a considerable sum being credited to the Benevolent Fund account. Further information concerning this, however, will be given later, when definite steps have been taken. At a meeting of the Benevolent Fund Committee it was reported that further requests for assistance of a colleague who has been for some months now, very seriously ill in a sanatorium,

had been received from the Yorkshire Division. This member has already been assisted from the Benevolent Fund, and it was questioned whether it would be more desirable if, instead of making any further grants centrally, the Council should ask the Yorkshire Division to organise dances, raise voluntary contribution funds, etc., in aid of our unfortunate colleague. In view of the extreme urgency of the case, however, it was decided to make a further grant immediately, and also to open a voluntary contribution fund. Members of the Council immediately subscribed £1 12s., and expressed the hope that all other members of the A.A.L. would follow their example. The case is a particularly sad one, as the young man in question is the only support of his father, who is over 70 years of age. The Council by whom the invalid is employed as an assistant librarian has drastically and unmercifully cut down his salary to the barest minimum, owing to the length of his absence from work. Fortunately we do not often have to make appeals of this nature, so that we confidently expect a very good response. **Will every member of the Association, therefore, send a contribution as soon as possible and as large as possible** to the Hon. Treasurer, Mr. F. Sandry, Public Library, Barking Road, E.16.

It is suggested that one energetic collector in every library system should collect the contributions from his colleagues, and send them up in bulk. This will save time and work, and will result in a much larger sum being raised.

Council Election.—The under-named have been nominated for one vacancy on the Council (London side), and the election will be held, by show of hands, at the March Meeting of the Association. Members *who will be unable to attend* that meeting are reminded that they may vote by post, if they so desire, provided all votes are received by the Hon. Secretary (G. P. Jones), Public Library, Bancroft Road, Mile End, London, E.1, not later than Tuesday, March 8th:—

Henry G. Gray (Stepney).
K. G. Hunt, B.A. (Tottenham).
Arthur W. H. Jenn (Lambeth).
Leonard A. Marcus (St. Pancras).
J. G. O'Leary (Bethnal Green).

The next meeting of the Council will be held on Wednesday, March 16th, at 7.30, at the National Library for the Blind.

" **The Library of Congress** card numbers are now announced in the *United States Daily*, which includes in each issue a list of current accessions to the Library of Congress."—*The Library Journal*, February 1st, 1927.

In the same issue are particulars of two endowments amounting to $110,000 to the Library of Congress. These endowments

are noted in a most matter-of-fact manner. Perhaps if the British Museum had a publicity campaign some rich business men would follow suit in England.

" **The Children's Librarian** should be a good disciplinarian, have adequate working knowledge of child psychology, and sociology. She should have at her finger's end the range of children's literature and know the local school curriculum. She must have a pleasing personality. She must have poise. She should speak with authority to adults. And she should be pretty ! I believe it is absolutely true that no one, no matter how good the library school she attend, no matter how able and studious she be, is qualified to meet such demands under six or seven years' study and practical work."—From an article in *The Library Journal*, February 1st, 1927, by Louise Latimer.

Newhaven Council has convened a public meeting for the purpose of discussing the advisability or otherwise of forming a Public Lending Library in the town, under the County Libraries Scheme. The resolution to accept the East Sussex County Council's co-operation in forming a library was carried unanimously.

At a Town's Meeting at Horsham, it was resolved to request the Council to make endeavours to secure a public lending and reference library for the town. It is of interest to note that Mr. W. C. Berwick Sayers, and Mr. H. A. Twort, the County Librarian, were both present, and that Mr. Sayers gave an address on *The Modern Public Library and its Function.*

The Carnegie United Kingdom Trust have decided to make a grant of £500 towards the total sum of £750 required for stocking the Children's Department of the Public Library at Luton. The Carnegie Trustees have intimated that they have been impressed with the progressive policy adopted on Public Library matters by the Council.

May we offer our heartiest congratulations to **Mr. F. M. Bunce** on his promotion to the chiefship at Reading. The fact that he succeeds to a post hitherto held by such a valued librarian as Mr. W. H. Greenough will make his task all the pleasanter. Mr. Bunce has always excited the admiration of London members by the energy and zeal with which he has attended the meetings of the Association. The interest which he felt in the A.A.L. must have been considerable to have urged him to travel from Reading to attend the meetings, and should raise blushes of shame in those London members who do nothing but criticise the meetings—from a distance. We still remember our Reading excursion last year as one of the most pleasant functions of its kind, and most sincerely congratulate Mr. Greenough on this happy termination of his professional career, and Mr. Bunce on his promotion.

A Key to Specialised Information.—Just as the practical utility of a book is impaired by the want of an index, so the vast aggregation of knowledge that has been built up and is in many cases being added to day by day is largely lost to mankind owing to the lack of a master-key to its whereabouts. Throughout this country there are numerous centres of specialised knowledge and experience of the most varied description, whose existence has only to be known for them to prove of the greatest service to the world in general. It is with the object of bringing these to light and recording their salient features in concise form that the Association of Special Libraries and Information Bureaux is compiling a Directory under the editorship of Mr. G. F. Barwick, late Keeper of Printed Books at the British Museum.

At a meeting to be held at the Royal Institute of British Architects on February 23rd, Mr. Barwick will speak on the present position of the work, which has now been in progress for eight months. The meeting is open to all interested; cards of invitation can be obtained from the Secretary of the Association, 38, Bloomsbury Square, London, W.C.1. It has been decided to go forward with the printing of a first edition of the Directory at Midsummer of this year but much still remains to be done. It is recognised that completion in any one subject is well-nigh impossible in so short a time. It would, however, greatly further this end if libraries, organisations, firms or individuals which have special information on the subject, and which have not yet been in touch with the editor, would communicate with him at the earliest moment. This applies equally to the various bureaux of information established under one name or another in different parts of the country.

THE HAPPY BOOK-HUNTER.

" A great book-hunter in a small way," was the description of himself given by Mr. Ernest Rhys (Editor of " Everyman Library "), when he delivered the first of Messrs. Foyle's series of Literary Lectures. He emphasised that the only books worth hunting are those which can impart to the reader something of that essence which Milton wrote of as " the precious life-blood of a master spirit." Such books do not always command good prices.

He produced a tiny volume of John Donne, the poet, bought for fourpence at a time when Donne was almost forgotten. Now, when the poet has come into his own again, it is worth almost as many pounds. Choice should be made, not according to fashion—the life of a novel on an average is one month—but according to lasting worth.

Mr. Rhys spoke of the interesting associations which a book could call up, and incidentally related an amusing recollection of Swinburne.

Mr. Rhys was dining with the poet and Watts-Dunton, when some photographs of brawny Scottish wishwives were shown to them. These two physically small men looked at them for a moment; then Swinburne, edging along the table towards Watts-Dunton and holding up a photograph, bellowed out in his tremendous voice: "They are not of our breed; Theodore, they are not of our breed."

The lecture was charmingly discursive, and Mr. Rhys referred to his experiences during the war when lecturing in France to weary soldiers. Once, after he had done his best, a beetle-browed, bull-necked sergeant arose, looked fiercely at him, and asked: "Wot I wants to know is, is this 'ere Shakespeare still alive?" Mr. Rhys' reply, "Shakespeare is probably more alive than anyone in this room," appeared to give satisfaction. "The great writer persisted," Mr. Rhys added, "because of the vividness and reality of his reactions to life."

Mr. John Drinkwater, Mr. Walter de la Mare, and, provisionally, Mr. G. K. Chesterton, are among the distinguished authors who have promised lectures during the Spring Season.

THE NEW EDITOR.

At the February meeting of the Association Mr. F. S. Smith, of the Bethnal Green Public Library, was elected to the office of Honorary Editor of the Association. Mr. Smith, we feel sure, needs no introduction to the members of the Association. He has for some years past played a very active and useful part in the affairs of the Association. For several months he assisted Mr. G. F. Vale in the preparation of the "Books of the Month," and since last September has been solely responsible for this excellent feature of the "Assistant." All who have had the pleasure—and profit—of listening to or reading the two or three very delightful papers that he has, from time to time, read at meetings of the Association, must have been impressed by his wide knowledge of literature and by his shrewd, frank and well-informed criticisms and appreciations. He is undoubtedly a man of culture and commonsense, and we can rest assured that in his hands the monthly journal of the Association will continue (at the very least) to maintain the high level of excellence and usefulness to which his predecessors have raised it.—G.S.

NEW MEMBERS.

Albert Ernest Morris (Science Museum, South Kensington; V. C. H. Morgan (Battersea). *Associates*: A. J. Rule and F. J. Plowright (Battersea).

MIDLAND DIVISION: Associates.—Miss K. M. Clements, Miss E. M. Mettey, and Miss E. M. Marston (Birmingham). Member.—Mr. Vose (Birmingham).

NORTH-WESTERN DIVISION: Miss E. M. Hoyle (Burnley); F. G. Longly, Fred Mather, John Bradley and Robert Bradley (Blackburn); E. R. Hiles (Freston).

PUBLICITY ESSAYS.*

NATIONAL LIBRARY PUBLICITY.

By E. K. West, *Croydon Public Libraries.*

Possible methods of library publicity fall into two sections—those which might be undertaken by a Central Publicity Committee, and those which must be managed by each individual library. These two methods, however, to some extent supplement one another.

To the first division belong methods of direct advertisement, designed to appeal to a wide public. Posters—on the windows of omnibuses, on railway hoardings, on Underground Stations, on hoardings everywhere—attract most people's eye eventually. The value of such advertisement—by mere force of repetition—has been proved in most businesses; libraries can easily make use of it too. Where there is no definite commodity to be boomed, the simpler the poster the better. A block of fine, well balanced lettering, quoting a well-known saying about books, will draw the eye by its very simplicity. And a small note in the corner (but not so small as to be overlooked)—"Join your Public Library"—will cause people, if they see it a sufficient number of times, to go and do so. And once borrowers, it depends upon the library itself what use they make of it; whether it is worth advertising, or whether they soon lose interest.

Another medium for publicity that comes under the eye of every one is the newspaper. I do not suggest full-page advertisements—in the way of Icilma Cream!—but the use of columns periodically for talks about books and libraries. Or occasional photographs on the picture page, showing the system in use at, or special features of, individual libraries. This could be arranged by the Central Publicity Committee independently of notices put by each library in its local papers, although local advertisement may be of great value.

Wireless might be made of very great use in a publicity campaign such as this. There are few places it does not reach, and its objects are surely somewhat akin to those of the Public Library Movement. A series of talks on the history and use of books, or the development of libraries—always having reference to Municipal Libraries—would be of considerable value, and might rouse interest. Also, the British Broadcasting Company issues a periodical bulletin, giving lists of the talks and music to be given within that period. It could probably be arranged that this should include reading lists, and a note about the use of public libraries in following up the study of any subject treated of in wireless talks.

In the same way, the handbooks of the various polytechnics and Evening Institutes all over the country might contain a note about

*A selection made from those essays submitted in the recent competition, which were not awarded prizes.

Public Libraries, and the reference and study facilities which they offer to students. A series of reading lists might be drawn up for the different classes, and posted in the school.

All the movements now existing for voluntary education—the University Extension movement; the Adult School Union; Women's Institutes; Working Men's Clubs; the Y.M.C.A. and Y.W.C.A.; the Workers' Education Association; and the National Home Reading Union should by their very nature be interested in the Public Library Movement, and would probably be willing to spread information about the Library among their members. And they could be helped by the production of reading lists for their various courses, lectures, etc.

With methods of local publicity, such as might be made use of by Junior Libraries, in connection with their work with schools, the present movement for National Publicity is hardly concerned.

A SCHEME OF NATIONAL PUBLICITY.

By LAURENCE C. JACKSON, *Branch Public Library, Highfield, Sheffield.*

There is a great percentage of the inhabitants of any town or district who do not use the Public Libraries, and the reason for this is that to the great majority the public library is only a name. They know the libraries issue books, but of what kind, and the ease and facilities for obtaining them, they are totally unacquainted.

This being so, I say it is the duty of the Public Library Authorities throughout the Kingdom to make the libraries better known to the great public who stand without our gates.

I therefore, suggest that as a preliminary to a national campaign of library publicity, a " Library " Week should be announced. During this week all the libraries throughout the Kingdom should be closed for the issue of books, but open for inspection by anyone who so desires.

But this is only a beginning, we have still to entice the public inside, so notices should be posted in prominent positions in the various cities and districts, asking the public to visit the libraries during " Library " Week.

As the libraries would be closed for the issue of books, there would be a number of staff not actively engaged, and these should be used in connexion with an important feature of this publicity scheme.

Presuming we are dealing with a city containing several branches, all the staff except the assistants-in-charge should canvass during " Library " Week, the districts round about them. They should take with them on their house-to-house tours, a choice selection of the special features of the libraries; class lists, bulletins, and lists of recent additions, application forms, etc. The ease with which the public may become borrowers, and the privileges to which they are entitled should be

fully explained, together with the reminder that they are paying for the libraries, so why not use them. An invitation should be given to visit the libraries during " Library Week " if possible.

At the libraries the assistants-in-charge should be on duty to conduct visitors round the library, explaining to the public the system and the various departments. In this way the public would be encouraged to take a real interest in the libraries.

As a supplement to these local features, vans should be hired by the Library Association to tour round England during the week. These vans should contain examples of finely bound books, and a selection of the latest non-fictional works. Brochures, pamphlets, and lists describing the activities of libraries should be distributed in the districts to which they go. The vans should be decorated, with the words, " Library Week," featuring prominently on the lettering.

All these arrangements carried out during the week, throughout the country, would tend to make this one of the largest national publicity schemes ever indulged in.

TO ADVERTISE?

By B. BLUNT.

Introductory. According to a recently published work on " Commercial Advertising " " Publicity is a mere announcement of goods," while " to advertise a thing is to disseminate knowledge or facts about it." In the belief, therefore, that the idea of any such campaign as is under consideration at the moment would approximate to the definition of the verb *to advertise*, I have used that word in my title in preference to the word publicity.

The Advertising Manager. The methods of procedure usually associated with Committees and Councils do not appear to have much in common with the do-it-now, spur-of-the-moment, instantaneous methods of modern advertising. It seems that, just as the efficiency of a library depends on its librarian, so would the utility of any kind of national advertising campaign depend to a large degree on the ability of the man responsible for the working of the scheme. Needless to say, this man should be vested with complete executive powers and be unhampered in his work by restrictions of any kind.

A great deal of advertising depends on being launched at the psychological moment in order to produce the maximum effect, and although the life of a topical or "snap" advertisement be but a short one, this type is among the most effective in the advertiser's armoury. Committee procedure would eliminate immediately any chance of bringing into operation the topical advertisement, and for this reason alone it seems imperative to appoint at the outset a man to control and execute any national scheme.

XUM

Nobody's Child. It may well prove one of the greatest difficulties in the execution of any advertising scheme of greater than merely local proportions to effect a system of liaison between the different libraries of the country. Each library, or library system, is absolutely at the mercy of its controlling authority, in fact it seems hardly fair to designate the service offered by our public libraries as that of a system. Rather is it the service of a number of disentegrated units of varying degrees of efficiency, overlapping in many cases, sadly inadequate in others. The question therefore arises, how will the varying authorities accept their parts in an organised national scheme ? Is there in existence any body which can bring anything like sufficient weight to bear on these authorities to make them play their parts as allotted by the controlling body ? It seems extremely doubtful. If the advertising manager, then, is faced with the impossibility of dealing direct with the authorities, admittedly the best and most direct method, will he be forced to try other channels for the furtherance of his campaign, and if so, what channels ? Is there any body that can be made to take the place of the highly-valued Advertising Department of any large and progressive business house of to-day ?

Assuming other channels of approach are contemplated, what are the likely ones ? The Government ? Could enough pressure be brought to bear so that the P.M.G. used an obliterating stamp on letters, bearing a slogan regarding public libraries ? Would the Treasury consider the question of spoiling the artistic beauty of treasury notes in order to remind the public that the best value for money is to be obtained at public libraries ? Would the Stationery Office remind the reading public that public libraries contain books on the subjects of their publications ? Would the Board of Education give us a small advertisement on their multitudinous pamphlets and circulars ? Were these ideas accomplished it would still be doubtful if the public libraries' real public would be reached. The bringing into practical effect of but one of the above-mentioned ideas would be of tremendous moral value to the campaign, but . . .

A simple method of bringing before the reading public a reminder of the existence of public libraries would be to arrange for a leaflet in the form of a bookmark, to be inserted in every book issued by every publishing house in the country. Here again, however, we have no reason for thinking that such a simple method is likely to prove a practicable one.

The placing of a bookmark-leaflet in every book would make for some considerable amount of labour and it is certain that the goodwill of the Publishers' Association would first of all have to be obtained. Apart altogether from the question of net books, would the publishers as a body agree to give us a free advertisement even though no harm would result to their business ?

Is not the fact that there is no one body in control of the public libraries of the country likely to interfere seriously with the execution of any national advertising campaign ? A large business house advertises to benefit itself. Who can occupy the relative position for our public libraries ? If no one, then is the absence of that person of sufficient importance to dispel the idea of carrying out any such scheme as I have in mind ? Must we seek rather for a practical alternative, even if such alternative has a less ambitious sounding title ? Is such a practical alternative to be found in

A National Pool

of advertising methods and ideas ?

We should not lose sight of the fact that with any kind of national scheme the application of any and all ideas sent out from headquarters would depend almost entirely on local authorities and local conditions. If therefore, every librarian in the country were to forward to a headquarters details of every little "stunt," "wheeze," idea and "brain-wave" which he had instituted in his own particular institution, the amassed information, carefully classified and indexed, could then be made available for all to adopt, or not, as local conditions warranted. To execute successfully an idea such as this, two things are necessary. First, every librarian should be connected with the fountain head to which the ideas are to be sent (in our case this could be said to imply that every librarian should be some sort of member of the Library Association), and every librarian would have to think and act professionally and not personally. Especially upon the strict fulfilment of the latter condition would depend the ultimate success of the idea. Were it decided to establish a national pool of ideas no advertising manager would have to be appointed, although additional strength might be necessary on the headquarters staff of the controlling body. The ideas that poured into the huge filing cabinet which would have to be installed at Westminster, could be classified and sent out to members as supplements to the Library Association Record—an additional reason and incentive for membership, surely ?

When a Committee of the Library Association containing men of the stamp of the present Publicity Committee has been in existence for the express purpose of considering ways and means of promoting advertising methods it is hardly likely that a tyro of the backwoods is likely to be able to advance any ideas which have not already been put forward. However, I will take the risk of appearing verbose by concluding with some of the more obvious methods of advertising which would perhaps form the nucleus of that brand-new card cabinet which is shortly to be installed at S.W.1, in order to contain the outpourings of the professional mind on this question.

XUM

Obvious Methods.

(*a*) *Stock.* It is a very dangerous practice to advertise goods not up to standard, and it is positively harmful to advertise as a "live" library one which isn't. It should be the first duty of every librarian to see that his stock is as exhaustive and representative as is possible, and that he has available the auxiliary services possible to-day, greatest of which is probably the C.L.S. The satisfied customer is one of his surest ways of building up a sound business. Get a stock that will satisfy borrowers, and use it to advertise itself by sending it out in attractive fashion. Eliminate at all costs the drab appearance of, perhaps, three-quarters of the average library's stock, which proclaims at once that the bearer of the book has just been to the public library. Have brighter bindings and far less uniformity. Book jackets can easily be left on new books. They will last a few issues, may tend to make the borrower more careful in his dealing with the book, and may even have some economic effect in the course of time. Moreover, several publishers now have two wrappers on their publications, and in such cases one can be kept in reserve pending the wearing out of the first. A good bright stock is one of the surest methods of successful advertising.

(*b*) *The Press.* This channel is probably the best friend of all our progressive librarians who seek for advertisement, and local ideas in this direction forwarded to headquarters might result in a more frequent use of the national press. Certain it is that there is in existence to-day no better advertising medium than the national press, and now that a number of papers are increasing their number of pages more room might be available for library paragraphs. Any kind of news is advertising matter in the press. Within the limits of a very short memory I recollect reading paragraphs dealing with Croydon—its annual report and children's work; with the fact that Bermondsey would not purchase a copy of "If Winter Comes"; with Kensal Rise's attempt to follow in Bermondsey's footsteps by not purchasing a copy of "Gentlemen Prefer Blondes"; and with Hammersmith's successful prosecution of two young book-thieves. These constitute example of the use of the national press, whereas local and professionals journals are replete with examples. It is, however, with the national idea that we are dealing at present and it does seem that were an organised attempt made, more results could be obtained through the national press in order to draw public attention to libraries' activities.

(*c*) *Children.* With the adults of to-morrow is surely the best and most vital field for advertising. Children's departments inculcate both the reading and the library habit, and "talks" delivered to children when about to leave school do inestimable good in bringing to the notice of many scholars the existence and uses of the public library. These "talks" must, however, be carefully planned, for the

" talk " to the elementary school leaver must differ greatly from the " talk " to pupils from either central or secondary schools. Especially for the scholars from the two latter types of schools more than one " talk " is necessary if the whole field of library activity is to be conveyed adequately to their minds. At least one " talk " should be devoted to the use and work of the Reference Library—" Your study when you leave school."

(*d*) *Municipal Advertising.* In many localities the local authority owns trams and/or buses and it might be possible to get advertising matter displayed thereon. The fact that these trams and buses are primarily revenue producing concerns undoubtedly tends to make this a difficult channel to work, but it should not be impossible in all cases. In a similar way the local electricity undertaking would probably possess a prior claim to the use of the rate demand note and the rate receipt, for advertisement purposes. Still, some libraries might be able to get some space on these forms, especially as the service offered by the public library is one of the greatest afforded ratepayers and, moreover, is available to all ratepayers without charge. There might be some considerable psychological effect in pointing out to the unhappy recipient of a rate demand note, that here at least, he can get good value for his money! Guides affixed to lamp-posts directing pedestrians to the nearest public library are, at the least, mute reminders of the library's existence, and these guides might be advertisingly worded!

(*e*)—Stands for electricity in these days and there should be no library in existence which has not its *electric sign.* The value of these for advertising purposes can be gauged from the number of large firms who have been attracted by this method.

Conclusions. The above outline shows how greatly any scheme ***must*** depend for its success on local application, at least until the control of our libraries be vested in one controlling authority. Whatever methods be devised there should never be lost sight of the fact that the profession has its dignity to maintain.

Advertising can be carried out effectively and still with dignity. Think of the quiet dignity of the advertisement which ends ". . . worth a guinea a box," or the simple statement " 57 varieties." Contrast this type with the blatant note sounded by " If it's Truman's it *is* beer," or the rather forced humourous note of that early example of the advertiser's art, " High o'er the fence leaps Sunny Jim." Another type of advertisement which is bound to be considered in any scheme is the topical advertisement. Think of the topical appeal in a channel-swimming season of a food which can " prevent that sinking feeling." The methods and styles of advertising will have much to do with the success of any scheme although, of course, it may well be that the ultimate decision of the powers that be will rule that the dignity of the profession and the best interests of librarianship can be maintained by dispensing altogether with any form of advertising!

NATIONAL PUBLICITY.

By PATRICK A. MEACHAEN, B.A., *Bethnal Green Public Library*.

Most commercial men, realizing that publicity, like unity, means strength, have lately adopted as their slogan, " It pays to advertise." Librarians should appreciate the intense truth of this epigram, and should realize that, however good their collections may be, their books will never receive the use they deserve unless they are extensively advertised.

A good and efficiently administered library is undoubtedly the best possible form of advertisement, since one satisfied reader will surely introduce to the library an ever-widening circle of new readers. Therefore, before money or energy has been expended on publicity, all available resources should be devoted to making our libraries as efficient as possible. Attention must then be bestowed upon publicity.

There are two kinds of publicity necessary to achieve a truly national publicity; the first to be carried out by each individual library, and the second by some central body (*e.g.*, The Library Association), to which all libraries could contribute.

The local libraries could make use of bill-posting, which has been justly called " the heavy artillery of advertising," and is almost as efficient as, but much cheaper than, circularizing. The majority of public baths and municipal buildings are administered by the same authorities as the libraries. Large posters could therefore be exhibited in the baths, either printed, or stencilled in striking type by some member of the public libraries' staff, and worded somewhat as follows : " Books upon swimming, and all other sports, may be obtained from your local public library." During the winter, when these public buildings are hired for the purpose of dances or whist drives, similar posters could be displayed stating that books upon dancing, or upon " whist and other card games," " can be obtained at any public library." Notices such as these would have a wide appeal and would doubtless attract many people who were formerly ignorant of the existence of public libraries.

The central committee could make use of the most obvious present-day method of obtaining national publicity, namely, the British Broadcasting Co. A short lecture given over the " wireless " by some famous librarian, stressing the fact that " your local public library contains the latest books on wireless," would attract a body of readers, whose interests the efforts of individual librarians could soon extend to the realms of literature which lie beyond that of coils and earphones.

Arrangements could also be made with the editor of some periodical with a widely popular appeal for the insertion of a series of articles upon the use of the public library. These articles could describe how libraries provide for the literary needs of the public, and how they afford facilities for the pursuit of any hobby or any branch of study.

In addition publicity could be obtained by the exhibition of posters upon public vehicles; but the omnibus companies charge 8s. 6d. per week for the use of the sides of one bus, and the railway companies employ a similar scale. Such posters could read "Have you read X's latest novel? If not, get it at your local public library."

"PUBLICITY" COMPETITION.

By JOHN RICHES, *Assistant, Croydon Public Libraries.*

A publicity scheme to further the Library Movement must be universal, of equal interest to all classes, and must embody some solid form such as type, or illustration.

To be held in high commendation the plan adopted would have to be classical, and the highest ideals of Librarianship emulated. Such a scheme, once established, would be as impregnable as the rock of ages, and would furnish an admirable corner stone on which to build up the Library Movement.

The indisputable publicity medium of to-day is wireless. All sorts and conditions listen in to a diversity of subjects which represent the topics of the day, and its only disadvantage seems to be that it is only a transitive form of entertainment. There is no doubt that the B.B.C. authorities design their programmes with a view to educating listeners-in, and if the B.B.C. were to co-operate with the Public Libraries their purpose would be better realized. Accordingly, in co-operation with the B.B.C., the following plan is projected. It is practical and has far-reaching possibilities.

Certain eminent people in the Library world could form a delegation and approach the B.B.C. with the proposition that each publication of the "Radio Times" should contain a supplement, to be named the "Wireless Library Supplement," which would consist of a selective list of Books on subjects on which talks were to be broadcast. The list would be set out in an understandable fashion; each book mentioned would have a brief descriptive annotation and the Dewey classification number. When the broadcaster gives his talk, he could mention one or two books on his topic which would be of particular interest to listeners-in. Extra copies of the "Wireless Library Supplemen" could be distributed from the counters of individual libraries to all those unable to purchase the "Radio Times." There is only one way to produce the "Supplement" successfully, and that is for every librarian throughout the country to produce his own. It would be his duty to compile a list, send it to a local printer of repute who would send it directly on completion to all the newsagents in the town and they would distribute it with copies of the "Radio Times."

Music scores would be in keen demand if this scheme were chosen, because at least 50 per cent. of the programme consists of musical

items. Poetry and the Drama also form a popular portion of the programme, and the " Wireless Library Supplement " would exploit these classes of literature in a way hitherto unforeseen. The children would not be forgotten, for many admirable books could be drawn to their attention in connection with School Transmissions and the Children's Evening Hour, and would have the effect of attracting crowds of young enthusiasts to the Juvenile Departments.

If the Library authorities and the B.B.C. arrived at an amicable agreement, two of the greatest educational powers would be engaged in a work worthy of any cultured race. Of course, the " Wireless Library Supplement " would be only a supplement. It could not affect the pleasures of the Listening-in public, but it would help to bring an added interest to a form of entertainment, which is, in the main, only transitory.

There is no obstacle in the way of prosecuting this self-advertising publicity scheme immediately. But should the B.B.C. prove averse, the librarians could take things into their own hands and produce a " Wireless Library Supplement " themselves. It would be a comparatively easy matter for each librarian to arrange for the " Wireless Library Supplement " to appear with each edition of the local weekly newspaper.

The possibilities of the main plan are worth serious consideration, and if action were taken in the early winter months to launch the scheme, it would receive favourable consideration and prove to be just that publicity medium which the Library Movement so greatly needs.

A MILLION BOOKS.

By Giovanni Papini.*

After several years of furious but desultory reading, I awoke to the fact that the few books we possessed, and those few others I could procure either from the scanty libraries of relatives and friends or by purchasing them at second hand with the rare pennies I saved by eating only dry bread for my lunch at school, or stole from my mother, were entirely insufficient. From a boy a little older than myself I learned that the city possessed vast and well-stocked libraries which were open to all, which one could go to at stated hours, and where one could ask for any book one desired, and, what was of paramount importance, all this without spending a penny. I immediately determined to frequent such a library. There was one difficulty to be overcome, however. In order to gain admittance into these realms of para-

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* Reprinted, by kind permission of the publishers, from *A Man—finished* by Giovanni Papini. (Hodder and Stoughton.)

dise one must be at least sixteen years of age. I was not yet thirteen, but I was unusually tall for my age. And so one July morning I made my attempt. Trembling with excitement I climbed a flight of stairs that struck me as exceedingly broad and imposing. After a moment's hesitation I entered the distributing room with a fluttering heart, filled out a form as best I could, and presented it with the timid and guilty air of one who is conscious of wrong-doing. The clerk—confound him! how well I remember him even to this day!—was a small man with a big stomach, a pair of faded blue eyes like those of a dead fish, and a deep and malignant line on either side of his mouth. He scrutinized me carefully with a patronizing air, and presently asked, in an odious, drawling voice :

'I beg your pardon, but how old might you be?'

Flushing red with rage rather than shame I promply added three years to my age and answered :

'I am fifteen.'

'I am sorry, but you are not old enough,' the clerk replied. 'Read the regulations and come back next year.'

I left the place humiliated, thwarted, downcast, and boiling over with childish detestation of this odious man who was debarring me, poor and avid of learning as I was, from the free use of a million books, who was shamelessly robbing me, with the help of a mere number, of a whole year of light and joy. On entering I had had a glimpse of a long and spacious hall, of large and imposing-looking, high-backed chairs covered with green, while all around were books, books, and more books still, old books, thick and unwieldy, with parchment or leathern backs, inscribed and decorated with gold lettering and linas—marvellous tomes indeed! And to think that every one of these books contained what I was seeking for, offered the food for which I hungered! Stories of emperors and of battles, hymns, lives of men who were half divine, the sacred writings of dead peoples, the knowledge of all things, the verses of all the poets and the systems of all the philosophers. Those thousands of promises in letters of gold were for me; at my command those volumes which were waiting beneath a covering of dust, behind the wire-netting of the shelves, would have come forth to meet me, and I could have examined them, turned their leaves and feasted upon them at my pleasure!

I did not wait a year before making a second attempt, which also proved a failure; and I was forced to await the advent of another summer for my triumph. By that time I was just over thirteen—about thirteen and a half.

I made my entrance at last in the company of a boy older than myself who had long enjoyed the freedom of the library. In order not to attract attention and appear in the light of a child in search of

amusement, I applied for a serious book, a scientific work—Canestrini's study of Darwin.

This time there was a different clerk on the other side of the wooden partition, a tall, lank fellow, rather like a great unfledged bird, who was awkward in manner and for ever on the move. He took my application form without looking at me, traced a rough sign upon it with a blue pencil, and without a word passed it to a lad who stood ready to receive it.

I waited half an hour, tormenting myself with the fear that the book was out, or that they did not intend to let me have it. When it finally arrived I tucked it under my arm and, walking carefully on tiptoe, entered the great reading-room. Never had I experienced a feeling of such awe, not even in church as a little child. Terrified by my own daring and by the fact that, after all, I was actually here in the heart of this huge reliquary of the wisdom of the centuries, I sank upon the first of the big arm-chairs I found in my way. Such was my bewilderment, my delight, and amazement, such my consciousness of having suddenly grown older, of being more of a man, that for nearly an hour I was unable to understand a word of the book that lay open before me.

Everything around me seemed sacred and majestic as though it were the assembly hall of a nation. The great chairs, soiled and faded, the discolorations of their coverings merging into yellow or hiding beneath a greasy blackness, seemed to me as colossal and imposing as thrones, and the all-encompassing silence weighed upon my spirit and seemed more grave and solemn than that of a cathedral.

Henceforth I paid daily visits to the library, spending every moment there that I could steal from my tedious school. Gradually I grew accustomed to the silence, to the great room that soared so high above me, above the tangled head of ungroomed adolescence. I grew accustomed to the untold wealth of books old and new, of lexicons, reviews, pamphlets, atlases, codices, and manuscripts. Soon I felt at home, the distributor's features became familiar to me, I discovered the secrets of the various countersigns, I mastered the catalogue, knew the faces of the most assiduous and earnest among the readers, of those who, like myself, came day after day and were as punctual and impatient to enter as were this a lovers' trysting-place.

I plunged blindly into all the subjects my eager curiosity suggested, devoured all the books whose titles I encountered in the course of my reading, and thus, without experience, without guidance, without a plan of any sort or description, but with all the ardour of the enthusiast, did I set out to live the strenuous but glorious life of one who would achieve omniscience.

REVIEWS.

It is very pleasant to find that Mr. W. C. Berwick Sayers book on Coleridge-Taylor has reached a second edition,* for on the one hand it shows that there are many people interested in Coleridge-Taylor's personality, and on the other hand it must give the author great satisfaction to know that the hard work he has put into this act of personal friendship and local patriotism has not gone unappreciated.

The book, which contains some interesting portraits of the musician and his family, tells the story of Coleridge-Taylor's life from childhood to his death, at the age of 37, in 1912. His life was comparatively uneventful, being passed for the most part at Croydon. His letters prove rather disappointing, since they give little idea of his personality, and give but little information about those interesting points which we look for in the letters of a musician—the method of composition, interests and personal tastes in books, etc. The materials for this biography, meagre as they are, however, have been used to good advantage by Mr. Sayers, whose personal contact with Coleridge-Taylor and his wife have placed him in a fortunate position as a biographer.

The impression gained of the character of the musician is that he was a man of great modesty and not a little charm. His letters to the Press, reproduced here, on the subject of the respective qualities of the white man and the black man are extremely interesting, and prove Coleridge-Taylor to have been a worthy defender of his race. He certainly scored heavily in the controversy with the gentleman from Purley, whose primitive ideas concerning imperial government, and the "backward" races, and whose intense belief in the divine right of the English to put the fear of God into black men by occasionally lynching them, are by no means so rare as they ought to be. "The professional musician and critic, will, I hope, understand that my purpose has not been to produce a technical study of the composer. It is a personal story written by a friend who makes no claim to the special knowledge required for such a study." This frank admission, made in the preface, should not lead the reader into thinking that little notice is given to Coleridge-Taylor's works. The general, non-technical, descriptions are useful to the beginner, and many points of interest on their composition and performance are recorded.

Coleridge-Taylor was rather out of sympathy with modern English music. He despised mere technique, and there is no doubt that the love of strong and rather obvious melodies which is so characteristic of him in most of his work was the thing which at once separated him from his serious musical contemporaries, and made him so popular with unmusical people.

* Samuel Coleridge-Taylor—Musician: his life and letters. By W. C. Berwick-Sayers. 2nd edition revised. (Augener, 15s. net).

The final chapter, telling of Coleridge-Taylor's death, Mr. Sayers has been happily content to tell as simply and unaffectedly as he can. The effect is singularly moving. F.S.S.

The letters of Sir Thomas Bodley to Thomas James (1599-1613), his first Librarian, have just been republished by the Oxford University Press. They are full of interest to those who work with books, and the following quotation from an article in the *Observer* (February 13th), shows their range and appeal:—

"The letters touch on most of the important points of library economy. Sir Thomas Bodley was an excellent administrator and had views on most things, including the building of libraries, cataloguing, classification, transport, booksellers, printing of catalogues, book works, cleaning and sweeping, correspondence, the marriage of officials, visitors, and the neeeds and treatment of readers. His care for minutiae may be seen in his remarks about hand-writing. James's hand is dismissed as 'both ill to be read and understood.' Three scribes were tried on the Benefactor's Register, the third being the 'ever memorable' John Hales, an admirable scribe except that his forms lacked fullness.

"When the Library was opened in 1602 it contained 2,000 books; in 1605, when the first catalogue was printed, it possessed nearly 6,000; and so well stocked did it appear to Bodley that he wrote, 'the general Conceat, as well of other nations, as of our owne at home, of the Librarie-stoare, is so great that they imagine in a manner, there is nothing wanting in it.' A seventeenth-century rhetorician declared that Bodley's 'single worke clouds the proud fame of the Ægyptian Library; and shames the tedious growth o' the wealthy Vatican." In 1612 a new wing was found to be necessary, and in 1613 Bodley made provision in his will for the erection of what is now the third storey in the school's quadrangle, to be used as a book-store, and for the building of a new wing westwards. The nineteenth century saw the entire absorption of the school's quadrangle and the accession of the Radcliffe Camera. Then followed the storing of books in University basements, and, finally, the great plunge below ground when the book-store between the Bodleian building and the Radcliffe Camera was built in 1912.

"This question of extension has always been a pressing one, and it is more urgent than ever now. One proposal is that a site shall be found in the parks for a new and mightier Bodleian. That name, however, is for ever associated with a particular block of buildings magnificently grouped and hallowed by more than three centuries of continuous intellectual life. A new University Library may in time rise from an Oxford meadow; a new Bodleian never."

BOOKS OF THE MONTH.

Butler (E. M.) The Saint-Simonian religion in Germany. (C. U. P., 21s.)

Clapham (J. H.) An Economic history of modern Britain, 1820-1850 (C. U. P., 25s.)

"It is impossible to overrate the importance of the work on which Dr. Clapham is engaged. . . . Its value to the professional historian will be immediately recognised and universally acknowledged."—*The Nation* January 8*th*.

Cokkinis (A. J.) The Reproduction of life. (Baillière, 10s. 6d.)

Contreras (Alonso de, *Captain*). Life . . . written by himself (1582-1633). Trans. by C. A. Phillips. (Cape, 12s. 6d.)

The life of a Spanish soldier of fortune, who ran away to the wars at the age of fourteen. This is the first English translation.

Crosland (Jessie). *Translator*. Raoul de Cambrai: an old French feudal epic. (Chatto and Windus, 5s.)

Dickinson (Emily). Selected poems. (Cape, 6s.)

Emily Dickinson was perhaps the finest woman poet of her time, even though she lived, almost unknown, at a period when Christina Rossetti and Mrs. Browning were writing. This selection was published in 1924, and gives sufficient of her work to show her peculiar gift of expressing small, profound things about life in a curt, almost brusque style. One's attitude towards God is a good index to one's character, and the following poem reveals in Emily Dickinson an attitude of cynicism which makes her work decidedly refreshing when contrasted with that of many of her contemporaries.

DROWNING.

Drowning is not so pitiful
As the attempt to rise.
Three times, 'tis said, a sinking man
Comes up to face the skies,
And then declines for ever
To that abhorred abode
Where hope and he part company—
For he is grasped of God.
The Maker's cordial visage,
However good to see,
Is shunned, we must admit it,
Like an adversity.

THE BELLS.

How still the bells in steeples stand,
Till, swollen with the sky,
They leap upon their silver feet
In frantic melody!

Gollancz (Sir Israel). The Sources of Hamlet: with an essay on the legend. (O. U. P., 7s. 6d.)

Hastings (Basil M.) Memoirs of a child. (Philpot, 8s. 6d.)

Hobson (E. W.) The Domain of natural science. (C. U. P., 21s.)

Hood, (C. M.) The Book of Robert Southwell : priest, poet, prisoner. (Blackwell, 7s. 6d.)

This book contains, besides a life of the poet, a selection of his poems, including the famous *Burning Babe*.

Liszt (Franz). The Gipsy in music. 2 vols. (Wm. Reeves, 15s.)

Translated into English for the first time, by Edwin Evans.

Lull (Ramon). The Tree of love. Trans. with an essay by E. Allison Peers. (S. P. C. K., 3s. 6d.)

Written in Catalan in 1298, this little book of " narrative, aphorism, fable, allegory, proverb, prose, poem, catechism, sermon, instruction, prayer, will be read in English by all who like Thomas à Kempis, Taylor's *Holy living and dying*, etc.

Macartney (C. A.) The Social revolution in Austria. (C. U. P., 8s. 6d.)

Marshall (Dorothy). The English poor in the 18th century : a study in social and administrative history. (Routledge, 12s. 6d.)

Mathieson (W. L.) British slavery and its abolition, 1823-1838. (Longmans, 16s.)

Middleton (Richard). The Ghost ship, and other short stories. (F. Unwin, 3s. 6d.)

A reprint, in a cheap but attractive series, of some good short stories by a minor poet whose tragic death made him more famous than his literary work.

Moore (George). Celibate lives. (Heinemann, 10s. 6d.)

Formerly published in an expensive, limited edition, under the title of *In single strictness*.

Moritz (Carl P.) Anton Reiser : a psychological novel. (O. U. P., 2s.)

A translation of a famous German novel, which it is said, is not unlike Contant's great story *Adolphe*.

Powys (Llewelyn). Skin for skin. (Cape, 9s.)

The author of these autobiographical sketches has a refreshing style, and a clear outlook on life, free from the humbug of the average man.

Thomson (William). The Rhythm of speech. 1923. (Maclehose, Jackson & Co., £5 5s.)

The publication of this monumental work was only made possible even at its present price, by a liberal grant from the Carnegie Trustees. It is considered to be one of the greatest works on the subject. Second hand copies can occasionally be obtained, as I have seen one for 30s., but this one is no longer available.

Torr (Cecil). Small talk at Wreyland : abridged edition. (C. U. P., 7s. 6d.)

A delightful and entertaining volume of opinions, local lore, good stories, reminiscences and experiences—in short an ideal bedside book. " Until 1895 all G. W. R. trains stopped at Swindon for refreshments. My father told me of a foreigner who went into the refreshment room, had some soup, and was handed someone else's change. On returning to the carriage, he extolled the English system, by which a passenger was entitled to a certain amount of refreshment, with a refund for the balance if he did not take the whole amount."

OUR LIBRARY.

Europe of our day, by Herbert Adams Gibbons. Chicago: American Library Association. Paper 35c.

To provide good literature is not enough. The common reader must be stimulated into reading it. The A.L.A. appears to be attempting to express this idea in a tangible form by a series of pamphlets, covering all the arts and sciences, entitled "Reading with a purpose." The list is a long one and contains many well known names. The pamphlet under review, is, I imagine, following a general plan. It contains a short article on the difficulties of writing contemporary history, and goes on to the discussion of six books dealing with modern Europe. The writer proposes a number of questions in rapid succession, leaving the solution of them to the reading of contemporary history. Personally, I don't find the method very convincing As to the books chosen to be of supreme importance to the subject, no two people would agree. That is inevitable. But for this attempt to direct attention to channels of profitable reading, one can have nothing but praise.

J.G.O'L.

RECEIVED :—

Carnegie Library of Pittsburgh: Monthly Bulletin, January, 1927.
The Library, December, 1926. (Newark, N.J.)
Halifax Public Libraries: Reader's Guide, January and February, 1927.
Readers' Ink: Indianapolis Library Service, December, 1927.
Port Elizabeth Public Library, Bulletin, January 1927.
F. W. Faxon and Co., Bulletin of Bibliography and Dramatic Index, September-December, 1926.
Libraries, February, 1927.
The Library Journal, February 1st, 1927.
Finsbury Public Libraries: Quarterly Guide for Readers, January, 1927.
Bulletin of the British Library of Political and Economic Science, February, 1927.
Bulletin of the A.L.A., February, 1927.
The Library Lions, January, 1927. (The staff magazine of the New York Public Library.)

Members are reminded that all books and periodicals reviewed or noticed above are stored in the Association's Library at Islington, and may be borrowed on application to the Hon. Librarian.

THE DIVISIONS.

SOUTH COAST DIVISION.

Western Section.

A well attended Meeting was held at Southampton on January 20th, there being present members from Southampton, Winchester, Bournemouth and Portsmouth. From Southampton Docks Station the party proceeded to the S.S. "Olympic," over which we were shown by officials of the White Star Steamship Company. This proved of great interest, the beauty of the "Olympic" eliciting general admiration. Then followed a visit to the recently opened Floating Dock (the largest of its kind in the world) which the party was specially privileged to inspect. A short tour of the Docks concluded a very enjoyable afternoon.

After tea, kindly provided by the Southampton Libraries' staff, Mr. Hutt presided over the general meeting. He asked members to give their attention to the suggested formation by the Western Section of a separate Division so that a definite proposal could be made at the next Annual Meeting. The Chairman then proceeded to read the pseudonymous contributions to the Magazine Evening. All the papers were of a high literary standard, and some idea of the variety of their subjects may be gained by their titles:—"Is Dickens

dead?" "A Holiday on fifty shillings"; "Proverbs"; "Gleanings from the literary world"; "Why we follow the fashion"; "Socialism"; "Characters in fiction"; "A morality." "Is Dickens dead?" by "Lower-deck" (Mr. H. Mourant, Southampton) received the most votes, and Mr. Mourant was accordingly awarded the prize which had been offered. Mr. Hutt expressed the thanks of the visitors to Mr. Davis and his staff for having so kindly arranged such an attractive programme, and this ended a very successful meeting.

The next meeting will be held at Bournemouth on Wednesday, March 23rd. Details will be circulated later. JOHN V. SUMMERFIELD, *Hon. Secretary*.

SOUTH COAST BRANCH.

The Winter Meeting of the Eastern Section of the South Coast Division was held in the Art Gallery, Worthing, on Wednesday, January 19th, 1927, when Miss E. Gerard read a most interesting paper on "Sussex in Romance and Verse."

Miss Marian Frost, F.L.A., Chief Librarian, Worthing, was in the Chair, and although the meeting was not very large, it was a representative one, members being present from Brighton, Eastbourne, Hastings, Hove and Lewes.

It was evident at once that Miss Gerard had spared neither thought nor trouble in the preparation of her paper, for although the subject was such a wide one, outlining as it did the influence of Sussex upon the works of certain novelists and poets, the ground was covered admirably. A discussion followed, those taking part including Miss Frost, Mr. Webb and Mr. Wilson. Hearty votes of thanks brought to a close a most successful meeting.

The next meeting of the Section will take place at Hove in April, when Miss Purdue will read a paper on "The Relationship between libraries and museums." Further particulars will be issued later.

GRACE L. DEAN, *Hon. Secretary*.

OBITUARY.

We regret to announce the death of Mr. T. Y. Yates, M.L.A., Chief Assistant in the Halliwell Branch Library, Bolton, which took place suddenly on January 29th, 1927. Mr. Yates was trained in the Darwen Public Library, and was appointed Senior Assistant in the Bolton Public Libraries in August, 1909. In his fortieth year, he leaves a widow and infant son.

APPOINTMENTS.

READING:—*Mr. F. M. BUNCE, who has been on the Libraries Staff at Reading for 30 years, has just been appointed Librarian in succession to Mr. W. H. Greenhough, who retires at the end of March this year under the Superannuation Act.

*SWADLING, Miss M. M., Chief Female Assistant, to be Chief Assistant at the Central Library, Reading.

MACKENZIE, Miss R., County Librarian, Shropshire, to be County Librarian, Leicestershire. Salary £350.

*BROWN, Miss L. M., Hackney, to be senior female assistant, Hackney. Also selected Miss Kranslach, Ealing; Miss Movick, Islington.

*MOORE, Mr. H. W. Bradford, to be Deputy Librarian, Hackney. Salary approximately £350—£450.

Final selection also included *Mr. F. E. Sandry, West Ham, and *Mr. F. J. Bussey.

*WILSON, Mr. H. J., Branch Librarian, Tottenham, to be Assistant Librarian, Paddington. Salary £250 and house, fuel and light.

Also selected: Messrs F. J. Bussey, Elliot (Dorset County Librarian), Maple (Lond. Sch. of Econ.), F. S. Smith (Bethnal Green), Eames (Willesden).

HARRISON, Miss Margaret, Senior Assistant, Bolton Libraries, to be Librarian, Fielden Public Library, Fleetwood.